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Rep Firm  
Sales Office ( PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	NEWS	:30	\$300.00	10/17-10/19	6	1	6	\$1,800.00	
		Buyline Comment: NEWS										
	2	M-TU	5A-6A	NEWS	:30	\$300.00	10/22-10/23	4	1	4	\$1,200.00	
		Buyline Comment: NEWS										
	3	M-TU	6A-7A	NEWS	:30	\$450.00	10/22-10/23	4	1	4	\$1,800.00	
		Buyline Comment: NEWS										
	4	W-F	6A-7A	NEWS	:30	\$450.00	10/17-10/19	6	1	6	\$2,700.00	
		Buyline Comment: NEWS										
	5	W-F	7A-9A	NEWS	:30	\$600.00	10/17-10/19	6	1	6	\$3,600.00	
		Buyline Comment: TODAY										
	6	M-TU	7A-9A	NEWS	:30	\$600.00	10/22-10/23	4	1	4	\$2,400.00	
		Buyline Comment: TODAY										
	7	M-TU	9A-10A	NEWS	:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
		Buyline Comment: TODAY II										
	8	W-F	9A-10A	NEWS	:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
		Buyline Comment: TODAY II										
	9	W-F	10A-11A	NEWS	:30	\$225.00	10/17-10/19	3	1	3	\$675.00	
		Buyline Comment: TODAY III										
	10	M-TU	10A-11A	NEWS	:30	\$225.00	10/22-10/23	2	1	2	\$450.00	
		Buyline Comment: TODAY III										

Station KSNV-TV LAS VEGAS, NV. Agency ( ) STRATEGIC MEDIA SVCS Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) HELLER FOR SENATE 3299 K STREET NW SUITE #200 Sales Office ( ) AMY MCCREARY  
 Product HELLER FOR SENATE WASHINGTON, DC 20007 Salesperson ( )  
 Estimate# Buyer NEIL WILLIAMS Agency C/P1/P2/E 10/17/2012 - 10/23/2012 Salesperson Phone# 215-568-6540  
 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	11A-12P	RR	:30	\$225.00	10/22-10/23	2	1	2	\$450.00	
				Buyline Comment: RR								
	12	W-F	11A-12P	RR	:30	\$225.00	10/17-10/19	3	1	3	\$675.00	
				Buyline Comment: RR								
	13	W-F	12P-1230P	NEWS	:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	14	M-TU	12P-1230P	NEWS	:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	15	M-TU	1230P-1P	AGENDAY	:30	\$225.00	10/22-10/23	2	1	2	\$450.00	
				Buyline Comment: AGENDAY								
	16	W-F	1230P-1P	AGENDAY	:30	\$225.00	10/17-10/19	3	1	3	\$675.00	
				Buyline Comment: AGENDAY								
	17	W-F	1P-2P	DAYS	:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
				Buyline Comment: DAYS								
	18	M-TU	1P-2P	DAYS	:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
				Buyline Comment: DAYS								
	19	M-TU	2P-3P	DRS	:30	\$225.00	10/22-10/23	2	1	2	\$450.00	
				Buyline Comment: DRS								
	20	W-F	2P-3P	DRS	:30	\$225.00	10/17-10/19	3	1	3	\$675.00	
				Buyline Comment: DRS								
	21	W-F	3P-4P	PHIL	:30	\$300.00	10/17-10/19	3	1	3	\$900.00	
				Buyline Comment: PHIL								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	M-TU	3P-4P	PHIL Buyline Comment: PHIL	:30	\$300.00	10/22-10/23	2	1	2	\$600.00	
	23	M-TU	4P-430P	NEWS Buyline Comment: NEWS	:30	\$450.00	10/22-10/23	2	1	2	\$900.00	
	24	W-F	4P-430P	NEWS Buyline Comment: NEWS	:30	\$450.00	10/17-10/19	3	1	3	\$1,350.00	
	25	W-F	430P-5P	NEWS Buyline Comment: NEWS	:30	\$450.00	10/17-10/19	3	1	3	\$1,350.00	
	26	M-TU	430P-5P	NEWS Buyline Comment: NEWS	:30	\$450.00	10/22-10/23	2	1	2	\$900.00	
	27	M-TU	5P-630P	NEWS Buyline Comment: NEWS	:30	\$900.00	10/22-10/23	4	1	4	\$3,600.00	
	28	W-F	5P-630P	NEWS Buyline Comment: NEWS	:30	\$900.00	10/17-10/19	6	1	6	\$5,400.00	
	29	W-F	630P-7P	JEP Buyline Comment: JEP	:30	\$750.00	10/17-10/19	3	1	3	\$2,250.00	
	30	M-TU	630P-7P	JEP Buyline Comment: JEP	:30	\$750.00	10/22-10/23	2	1	2	\$1,500.00	
	31	M-TU	7P-730P	WHEEL Buyline Comment: WHEEL	:30	\$750.00	10/22-10/23	2	1	2	\$1,500.00	
	32	W-F	7P-730P	WHEEL Buyline Comment: WHEEL	:30	\$750.00	10/17-10/19	3	1	3	\$2,250.00	

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LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	W-F	730P-8P	FACE Buyline Comment: FACE	:30	\$450.00	10/17-10/19	3	1	3	\$1,350.00	
	34	M-TU	730P-8P	FACE Buyline Comment: FACE	:30	\$450.00	10/22-10/23	2	1	2	\$900.00	
	35	TH	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$775.00	10/18-10/18	1	1	1	\$775.00	
	36	M	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$775.00	10/22-10/22	1	1	1	\$775.00	
	37	M-TU	1135P-1235A	TON SHOW Buyline Comment: TON SHOW	:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
	38	W-F	1135P-1235A	TON SHOW Buyline Comment: TON SHOW	:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
	39	M	8P-10P	VOICE Buyline Comment: VOICE	:30	\$2,400.00	10/22-10/22	1	1	1	\$2,400.00	
	40	TH	10P-11P	ROCK CENTER Buyline Comment: ROCK CENTER	:30	\$2,100.00	10/18-10/18	1	1	1	\$2,100.00	
	41	F	10P-11P	DINE Buyline Comment: DINE	:30	\$2,100.00	10/19-10/19	1	1	1	\$2,100.00	
	42	SA-SU	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$750.00	10/20-10/21	2	1	2	\$1,500.00	
	43	SA	6A-7A	NEWS Buyline Comment: NEWS	:30	\$225.00	10/20-10/20	1	1	1	\$225.00	

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) HELLER FOR SENATE  
 Product HELLER FOR SENATE  
 Estimate# NEIL WILLIAMS  
 Buyer  
 Phone#  
 Fax#  
 Agency ( ) STRATEGIC MEDIA SVCS  
 3299 K STREET NW SUITE #200  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E  
 Flight Dates 10/17/2012 - 10/23/2012  
 Hiatus Weeks  
 Rep Firm  
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 Salesperson ( ) AMY MCCREARY  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SA	7A-9A	Buyline Comment: SAT TODAY	:30	\$325.00	10/20-10/20	1	1	1	\$325.00	
	45	SA	9A-930A	Buyline Comment: NEWS	:30	\$300.00	10/20-10/20	1	1	1	\$300.00	
	46	SA	5P-630P	Buyline Comment: NEWS	:30	\$450.00	10/20-10/20	2	1	2	\$900.00	
	47	SA	630P-730P	Buyline Comment: JEP/WHEEL	:30	\$375.00	10/20-10/20	1	1	1	\$375.00	
	48	SA	1130P-1A	Buyline Comment: SNL	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
	49	SU	6A-7A	Buyline Comment: NEWS	:30	\$225.00	10/21-10/21	1	1	1	\$225.00	
	50	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	51	SU	8A-9A	Buyline Comment: MTP	:30	\$1,900.00	10/21-10/21	1	1	1	\$1,900.00	
	52	SU	9A-930A	Buyline Comment: NEWS	:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
	53	SU	930A-10A	Buyline Comment: CM	:30	\$375.00	10/21-10/21	1	1	1	\$375.00	
	54	SU	4P-515P	Buyline Comment: FNIA	:30	\$1,600.00	10/21-10/21	1	1	1	\$1,600.00	

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	55	SU	515P-830P	SNFL	:30	\$8,000.00	10/21-10/21	1	1	1	\$8,000.00	
	Buyline Comment: SNFL											
	56	SU	8P-9P	NFL POSTGAME	:30	\$6,500.00	10/21-10/21	1	1	1	\$6,500.00	
	Buyline Comment: NFL POSTGAME											
	57	SU	1130P-12A	SPORTS NIGHT	:30	\$200.00	10/21-10/21	1	1	1	\$200.00	
	Buyline Comment: SPORTS NIGHT											

---REPORT TOTALS---  
 Report Totals: 133 / \$80,325.00

---SALES MONTHLY TOTALS---  
 Oct 12: 133 / \$80,325.00  
 Sales Totals: 133 / \$80,325.00  
 Station Totals: 133 / \$80,325.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$276,983	CATV 0%	KBIR 0%	KINC 0%	KLAS 26%	KSNV 29%
		KTNV 18%	KTUD 1%	KVCW 1%	KVMY 1%	KVVU 24%
		XXXX 0%				

---COMPETITIVE COMMENTS---  
 NEW ORDER  
 EST SHARES

Books NOV12  
 Demos RA35+

---CREDIT RISK---  
 CASH IN ADVANCE

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Product	HELLER FOR SENATE	WASHINGTON, DC 20007		Salesperson	( ) AMY MCCREARY
Estimate#		Agency C/P1/P2/E		Salesperson Phone#	215-568-6540
Buyer	NEIL WILLIAMS	Flight Dates	10/17/2012 - 10/23/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					